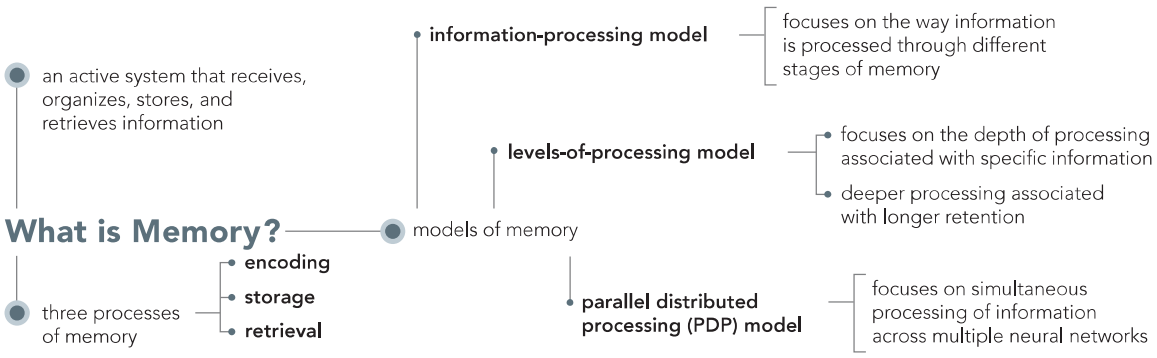
6.1

Explore the Concept at MyPsychLab

CONCEPT MAP


What is Memory?
an active system that receives, organizes, stores, and retrieves information
three processes of memory
encoding
storage
retrieval
models of memory
information-processing model
focuses on the way information is processed through different stages of memory
levels-of-processing model
focuses on the depth of processing associated with specific information
deeper processing associated with longer retention
parallel distributed processing (PDP) model
focuses on simultaneous processing of information across multiple neural networks

PRACTICE quiz How Much Do You Remember?

ANSWERS AVAILABLE IN ANSWER KEY.

Pick the best answer.

1. Human memory consists of multiple systems that have the ability to store information for periods of time that range from _____ to _____.
   a. seconds; hours.
   b. seconds; our lifetime.
   c. minutes; decades.
   d. hours; our lifetime.
2. Ruth has just finished her research paper and handed it in. As she walks out of the classroom, she realizes that there were a few more things she should have included in the paper. Ruth's problem is in the memory process of
   a. encoding.
   b. storage.
   c. retrieval.
   d. retention.
3. Which model of memory suggests that memory processes occur throughout a neural network simultaneously?
   a. levels-of-processing model
   b. parallel distributed processing model
   c. information-processing model
   d. three-stage model
4. Research has demonstrated you can enhance your memory for specific words if you think about its meaning, how it can be used, and by giving a personal example of its use. This is best accounted for by which model of memory?
   a. levels-of-processing model
   b. parallel distributed processing model
   c. information-processing model
   d. three-stage model

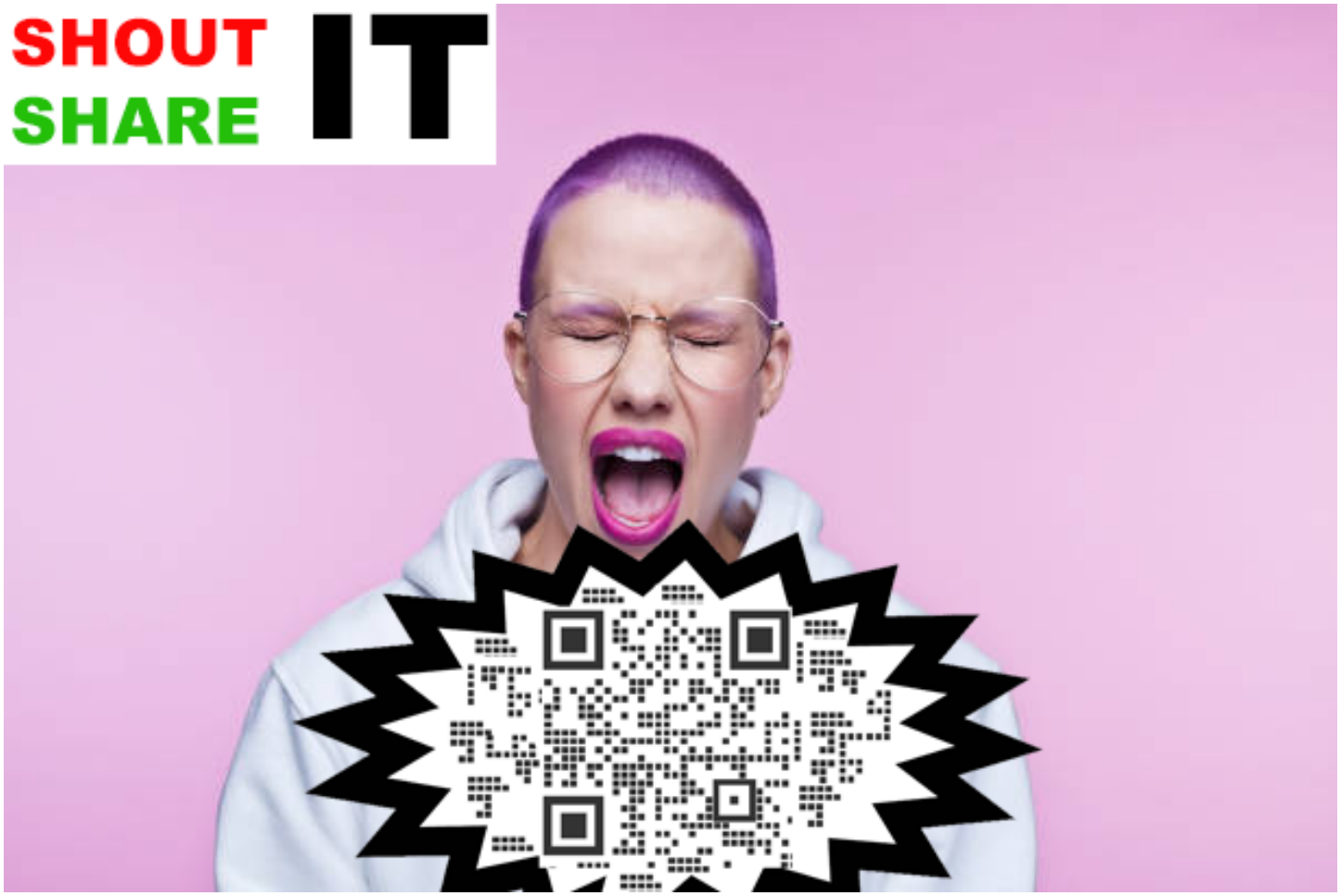
The Information-Processing Model: Three Memory Systems

The link between cognitive psychology and information-processing theory was discussed briefly in Chapter One. Information-processing theory, which looks at how memory and other thought processes work, bases its model for human thought on the way that a computer functions (Massaro & Cowan, 1993). Data are encoded in a manner that the computer can understand and use. The computer stores that information on a disc, hard drive, or—these days—a memory stick, and then the data are retrieved out of storage as needed. It was also information-processing theorists who first proposed that there are three stages or types of memory systems (see **Figure 6.1**): sensory memory, short-term memory, and long-term memory (Atkinson & Shiffrin, 1968). Explore the Concept, *Information-Processing Model of Memory*, at MyPsychLab

SENSORY MEMORY: WHY DO PEOPLE DO DOUBLE TAKES?

6.2 How does sensory memory work?

Sensory memory is the first stage of memory, the point at which information enters the nervous system through the sensory systems—eyes, ears, and so on. Think of it as a door that is open for a brief time. Looking through the door, one can see many people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